

Message Text

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PAGE 01 LENING 00566 120958Z

14

ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W

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R 120926Z APR 76

FM AMCONSUL LENINGRAD

TO USDOC

INFO SECSTATE WASHDC 2151

AMEMBASSY MOSCOW

UNCLAS LENINGRAD 0566

USDOC FOR OEWTD/ABRAHAMSON

EO 11652N/A

TAGS: BEXP, UR

SUBJ: PROPOSED PENNSYLVANIA STATE IOGA TRADE MISSION

REF: STATE 76269, MOSCOW 5001

1. CONGEN SHARES VIEWS EXPRESSED MOSCOW 5001 RE SUITABILITY OF PROPOSED IOGA TRADE MISSION. AS BRIEFLY DISCUSSED BETWEEN ABRAHAMSON AND MATTHEWS DURING FORMER'S RECENT VISIT TO MOSCOW, CONGEN IS QUITE KEEN ON ORGANIZING A TRADE PROMOTION EFFORT FOR PRESENTATION SPECIFICALLY IN LENINGRAD. IN RECENT CONVERSATION WITH DIRECTOR OF FOREIGN EXHIBITS IN LENINGRAD, HE FELT THAT BEST POSSIBLE APPROACH WOULD BE COMBINATION OF SEMINAR AND EXHIBIT, PERHAPS IN AREA OF SERVICES--AN AMERICAN STRONG POINT. DIRECTOR POINTED OUT THAT ACTUAL EXHIBIT PORTION OF PROGRAM COULD BE QUITE MODEST, BUT HE FELT IT ESSENTIAL TO HAVE EXHIBIT ALONG WITH SEMINAR AS A DRAWING CARD.

2. ON BALANCE, WE WOULD ALSO BE CONCERNED THAT IOGA FORMAT MIGHT NOT BE IDEAL VEHICLE FOR OUR PURPOSES IN LENINGRAD. THIRD THEME PROPOSED BY PENN STATE OFFICIALS--QUALITY CONTROL SYSTEMS AND MAINTENANCE FOR FOOD PROCESSING AND PACKAGING-- WOULD BE BEST OF THOSE SUGGESTED, BUT IF IOGA MISSION DOES WIND UP COMING TO USSR THE THEME WOULD PRESUMABLY BE SAME IN MOSCOW AND LENINGRAD AND EMBASSY HAS NOTED TIMING PROBLEM IN VIEW OF APRIL 1976 TECHNICAL SALES SEMINAR.

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3. PENDING DECISION ON PROPOSED IOGA MISSION, CONGEN WILL BE
SUBMITTING SUGGESTIONS FOR COMBINED SEMINAR/EXHIBIT FOR LENINGRAD.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976LENING00566
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760137-0701
From: LENINGRAD
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760472/aaaacjhi.tel
Line Count: 65
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 76269, 76 MOSCOW 5001
Review Action: RELEASED, APPROVED
Review Authority: oatisao
Review Comment: n/a
Review Content Flags:
Review Date: 21 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21 JUN 2004 by SilvaL0>; APPROVED <30 AUG 2004 by oatisao>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED PENNSYLVANIA STATE IOGA TRADE MISSION
TAGS: BEXP, UR
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006